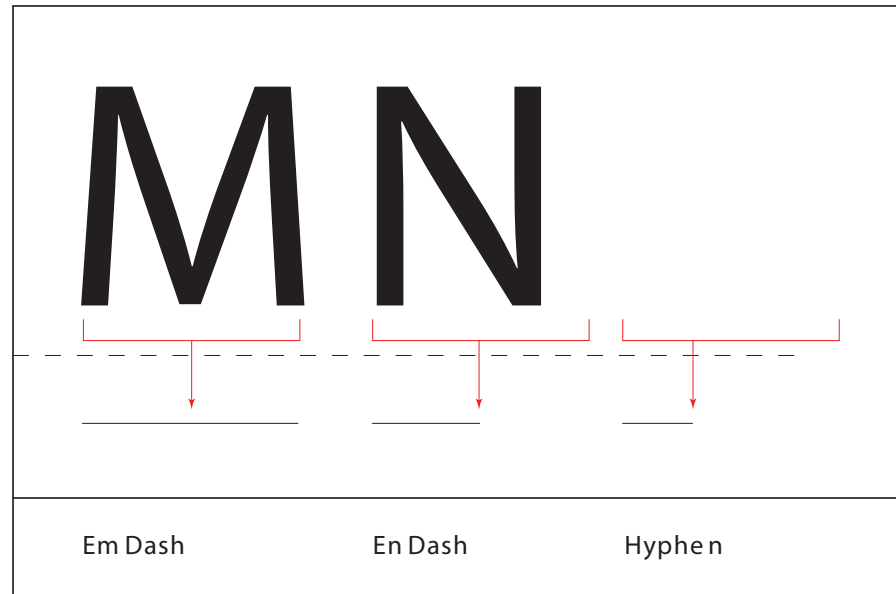


In typography, "text" is defined as an ongoing sequence of words distinct from shorter headlines. The main block is called "body text" or "running text"

Designers break up text into pieces and offer shortcuts. One of design's most important functions is to help readers avoid reading. In some ways, pictures can be read and words can be seen.

Although the alphabet represents sound, it cannot function without silent marks and spaces. Typography manipulates the silent dimensions of the alphabet employing techniques that are seen and not heard.



em dash a break in thought (Option > Shift > Dash Key).

en dash replaces “to” (10 – 5 pm) (Option > Dash Key).

hyphen, minus sign, or negative (sixty-six) (2 - 1 = 1) (-1).

sentence. New sentence. New

sentence, comma

sentence, comma

sentence “quote”

sentence “quote”

Double space vs. single space. Use as little space between sentences, enough space to distinguish separation between sentences. Too much space stops the eye at the extra space. Reduce the space after characters, so the eye doesn't stop at the extra space.

(smile)

(smile)

22”

22"

year 1978

year 1978

Parentheses are too close to smile, add space with kerning to separate the space. Same rule applies to brackets, etc.

Use quotes and inch marks correctly.

Numerals tend to be too tall and too close together. Separate the numbers and decrease the size.

No more than three in a paragraph and not to be placed at the ends of two consecutive lines. One syllable word may not be broken, the division of words should be avoided whenever possible. Do not hyphenate short words. Proper names should not be divided.

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More than 3 hyphens in a paragraph overpowers the paragraph. Do not have 2 consecutive lines ending in a hyphen. Don't hyphenate short words or proper names.

With Hanging Indentation,
the first line is set normally, while
the subsequent lines are indented.

“Very little attention is
paid to the spacing of
punctuation, symbols,
and marks in text.”

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Use the tab palate to create hanging indents and the story palate to hang quotes.

Quotation marks are hung outside to line up the letters.

Avoid abbreviating, but Mr. Mrs. Jr. Hon. are permissible. The abbreviations A.M. and P.M. are not capitalized, use small caps or lowercase. The ampersand is used in company names, not for body type.

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A bad rag is when the text is too deep and becomes a forced edge. A rag that is unforced and invisible is desirable.

The width of the paragraph depends heavily on the size of type being used and, therefore, how many characters can be fit onto a single line.

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The line length should be between 8 to 12 words per line.